

Planning Committee Minutes April 9, 2014

MEMBERS PRESENT: Shirley Copes, Paula Freedman

MEMBERS EXCUSED: Gary M. Russell

MEMBERS ABSENT: None

STAFF PRESENT: Catherine Green, Carolyn Brown, Joseph E. O'Hara,

CALL TO ORDER:

The April 9, 2014, 2014 Planning Committee meeting was called to order by Chair Shirley Copes at 4:50 PM.

It was noted for the record that a quorum was present.

APPROVAL OF PREVIOUS MINUTES

Paula Freedman made a motion to approve the December 4, 2013 minutes. The motion was seconded by Shirley Copes, and was unanimously approved.

2014-2017 STRATEGIC PLAN UPDATE

Carolyn Brown and Catherine Green, Co- Chairs of the Strategic Plan Committee, reviewed with the Planning Committee the timeline for implementing the plan, and the process for providing periodic updates to the Board.

Ms. Brown noted that the Planning Committee will be briefed regularly and act as the information linchpin to the full Board.

Chair Shirley Copes commended both Ms. Brown and Ms. Green on the format and process in developing the plan and engaging the stakeholders to wit; the Staff, the Board, and Community Partners.

COMMUNITY NEEDS ASSESSMENT

Ms. Carolyn Brown and Ms. Catherine Green reviewed the process for gathering and analyzing information for the Community Needs Assessment.

There was considerable discussion regarding the importance of parental involvement in the education of children, the importance of mentoring, and the need to raise awareness to the importance of citizens from all strata of society actively participating in the electoral process and community decision making.

There was also discussion on the impact of New York State's expanded Pre-K Program and PEACE, Inc.'s potential role.

OLD BUSINESS:

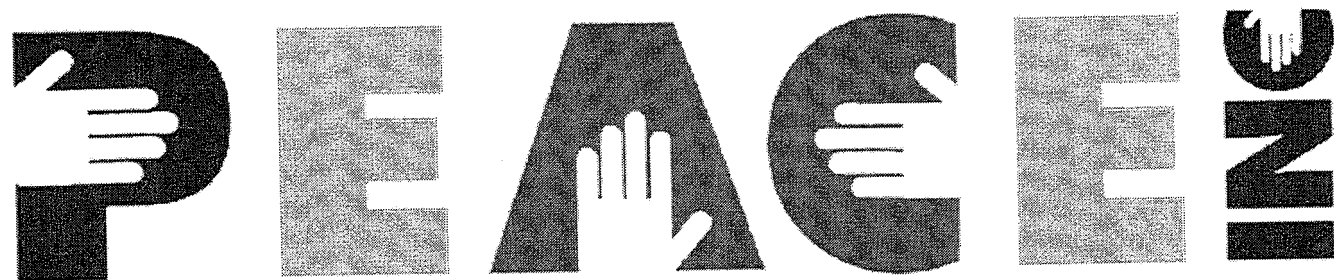
No old business.

NEW BUSINESS:

No new business.

ADJOURNMENT

At 5:30 PM, Paula Freedman made the motion to adjourn the April 9, 2014 Planning Committee meeting; Shirley Copes seconded the motion, which was unanimously approved.



EMPOWERING PEOPLE TO THRIVE | EST. 1968

Community Assessment 2014

Introduction and Overview

Incorporated in 1968, PEACE, Inc. is a community action agency, with the mission of helping people in the community realize their potential for becoming self-sufficient. As a community action agency, PEACE, Inc. helps people become more self-sufficient by strengthening families, improving the conditions in which people live, encouraging people to own a stake in their own community, and developing partnerships with other organizations, businesses, and individuals to support these efforts.

PEACE, Inc. believes in the strength of the human spirit and is dedicated to changing lives by teaching people how to help themselves and support those around them. To this end, PEACE, Inc. provides a continuum of services for the entire family from infants to the elderly. The majority of the more than 10,000 individuals we serve annually have incomes placing them at or below the Federal Poverty Guideline. Funding comes from federal, state, and local government sources, as well as foundations, corporations and individuals.

The programs of PEACE, Inc. strive to offer the high quality, innovative services that support individuals and families on their journey out of poverty. Those programs include the following:

- The **Early Head Start/Head Start** Programs work with and care for low-income pregnant mothers and children from birth to age 5.
- **Big Brothers Big Sisters** provides mentors for children.
- **Project Connection** offers child and youth services including an after school respite program for children with developmental disabilities, tutoring, and after-school activities.
- **Family Resource Centers** located through the county, provide walk-in services to low-income families and individuals, each center tailoring its programs to local needs.
- **Energy & Housing Services** provides weatherization services to homeowners and renters in Onondaga County who meet the New York State H.E.A.P. guidelines.
- The **Foster Grandparent Program** offers senior citizens the opportunity to share their skills, talents and abilities with special needs children and young adults.
- **Senior Nutrition** provides nutritious, hot meals to senior centers throughout the county.
- The **DeFrancisco Eastwood Community Center** offers a variety of programs and activities including nutrition lunches, wellness programs, and day trips
- **Earned Income Tax Credit Program** helps individuals with low to moderate incomes complete their tax returns. Volunteer tax preparers assist individuals file their taxes and obtain the many special credits and deductions available to them.

Purpose

Every three years, PEACE, Inc. carries out a Community Needs Assessment as part of its ongoing management and strategic planning efforts. The needs assessment provides a comprehensive look at life in Onondaga County and will be used to realign the programs and services of PEACE, Inc, with the needs of the community to ensure that PEACE, Inc. is fulfilling its mission of helping people in the community realize their potential for becoming self-sufficient. The Community Assessment will inform strategic decisions on programming strategies and priorities.

Process

In preparing this assessment, the strategic plan team reviewed and relied on census data, survey results and focus group findings. We gathered information from a variety of stakeholders through surveys and in-person meetings and leveraged the focus group findings and raw data prepared by several community partners who have recently completed comprehensive assessments. We were also able to utilize the original data developed in preparation of the 2013 PEACE, Inc. Head Start/Early Head Start Community Assessment. Our primary resources include the following:

- Syracuse University Maxwell School, Lerner Center for Public Health Promotion, 2011 Community Health Needs Assessment.
- CNY Vitals Spring 2013 Community Benchmark Program Report
- U.S. Census Bureau, American Community Survey 5 Year Estimates, 2007-2011
- United Way of Central New York, 2013 Community Needs Assessment
- PEACE, Inc. Head Start/Early Head Start 2013 Community Assessment
- Onondaga Citizens League Study Report, the World at Our Doorstep, 2012

The Board of Directors and staff will use the results of this assessment to realign the programs of PEACE, Inc. to better fulfill our mission. PEACE, Inc. will engage in a deliberative process to consider the identified needs in our community as they correlate to the agency's available resources and programming strengths.

PEACE, Inc.
Strategic Plan Core Team
2.25.14
9:00 to 11:00
Revised 3.3.14

Team Members:

Randy LaManche
Patty Cafarchio
Rollin Mincher
Shiann Brown
Beth O'Hara
Sally Ward
Carolyn Brown
Catherine Green

Review the Team purpose

Purpose: To ensure smooth implementation of the strategic plan over the next three years by:

- Soliciting ideas and suggestions from those closest to the work involved
- Refining objectives and create strategies
- Monitoring and sponsoring implementation of and adjustments to the plan
- Providing regular updates on progress

Review the Strategic Plan draft presented to the Board

We reviewed the team purpose as outlined in the Strategic Plan. It is recommended that we include a description of how the Core Team will interact with the Board. (At some point the Team will present the CLP structure to the Board). Also, how the plan will be an integral part of the CLP process.

Develop a work plan to refine the objectives and create strategies

Please see the work plan attached

What is the process we will use to monitor and adjust the plan?

We will address this at our next meeting

What are our measures for success?

We discussed the importance of making sure the objectives are measurable. We will continue address this at our next meeting

**Core Team Work Plan
DRAFT**

Timeline:

Meeting Purpose	Date
Align on Team purpose	2/23
Define work plan and work groups	2/25
Review results of work groups to date and provide feedback and support	3/18
Review results of work groups to date and provide feedback and support	4/8
Review rough draft of recommendations for the Board including: <ul style="list-style-type: none"> ▪ Goals, objectives and strategies ▪ Ongoing communication process to the Board and other groups ▪ Process for monitoring the plan 	4/15
Final draft and prepare for Board presentation	4/28

Work groups:

Goal 1

Improve financial stability and program quality in a changing environment

Objective 1:1

Identify, evaluate and implement agency and program fundraisers

Lead	Stakeholders	Tasks
Carolyn	<ul style="list-style-type: none"> ▪ Program (CLP Directors and Coordinators ▪ Sharon ▪ Nancy 	To identify what is current being done/tracked in order to determine what might be leveraged as best practices

Objective 1:2

Identify, evaluate and implement sustainable grant opportunities

Lead	Stakeholders	Tasks
Carolyn, Sally	<ul style="list-style-type: none"> ▪ Melissa ▪ Program representatives ▪ Fiscal representatives 	To identify process for grants

Objective 1:3

Review the financial efficiency of PEACE, Inc. programs by December 2014

Includes

Goal 2

To align programs and services with the needs of the community

Objective 2:1

By December 2014 evaluate agency programs and services to reveal areas of strength and to improve and/or relinquish weaker areas

Objective 2:2

Design and/or redesign agency services to meet the needs of the community we serve by December 2015.

Lead	Stakeholders	Tasks
Cathy, Shiann, Becky	Nancy Melissa	Investigate/ review data management system and PDR

Goal 3

Improve PEACE, Inc.'s visibility in the community to strengthen and fulfill the agency's mission.

Objective 3:1

Explore new opportunities for collaboration with four corporations and three universities by June 2015.

Includes

Objective 1:4

Identify, evaluate and implement partnerships and collaborations to develop alliances and increase financial strength

Lead	Stakeholders	Tasks
Rollin	Sharon Jamie Oscar Chris Matteson	

Objective 3:2

Promote awareness of PEACE, Inc. programs by distributing human-interest stories to local media outlets at least quarterly.

Changed to:

Increase awareness of PEACE, Inc programs externally

Lead	Stakeholders	Tasks
Rollin	Sharon Media outlets	

Objective 3:3

Promote PEACE, Inc. from within the agency by continuing to train staff on all agency programs and on branding procedures.

Changed to:

Increase awareness of PEACE, Inc programs internally

Lead	Stakeholders	Tasks
Rollin, Cathy	Sharon Media outlets	<ul style="list-style-type: none"> ▪ Consider training needs ▪ Include those who have had success e.g. Mary Hernandez

		and Oscar
--	--	-----------

*Objective 3:4 (this becomes a strategy under 3:2 and 3:3)
Expand PEACE, Inc.'s use of social media to promote awareness while ensuring accurate, appropriate information is shared.*

Goal 4

Strengthen the agency's leadership capacity in order to provide consistent and high quality management.

Objective 4:1

Form a leadership team to identify areas of concern / opportunities for improvement in the area of staff relations and develop an action plan.

Lead	Stakeholders	Tasks
Randy	<ul style="list-style-type: none"> ▪ Melissa ▪ Head Start – Becky or Kim 	Include accountability

Objective 4:2

Identify resources required to offer high quality training to agency leaders in order to build leadership and management skills.

Includes

Objective 4:4

Develop a set of leadership core values that all agency leaders adopt and emulate.

Lead	Stakeholders	Tasks
Beth, Shiann	<ul style="list-style-type: none"> ▪ Head Start ▪ Fiscal 	

Objective 4:3

Create and implement a mechanism to measure and evaluate leadership performance that takes into account employee feedback.

Lead	Stakeholders	Tasks
Cathy, Carolyn	Becky	Include setting goals

Objective 4:5

Review and adjust the organizational chart to maximize efficiency.

Lead	Stakeholders	Tasks
Cathy, Carolyn, Nancy	Becky	Include setting goals